

The Ivy Network

BUSINESS ADDRESS

NEW HAVEN, CONNECTICUT

BOX 242-A YALE STATION

October 11, 1951

To All Ivy Representatives

Important

1. We have been requested by the Blow Co. to send them an air check for the Philip Morris programs. I quote from their letter,

"Mr. Kucera tells me a single representative portion of the Ivy League games and a single 15-minute sports program recording is all that we will require for client review."

It seems that this is to include a 15-minute portion of one game broadcast, one entire 15-minute roundup, and one 15-minute segment of the one hour program on Sun. night.

2. Air checks for Philip Morris are very important. Make sure that they are good portions and that they are well recorded. We must have these as soon as possible, as we just received another letter requesting them.

Sincerely,

Jim

James A. Spence, Jr.
Asst. Business Manager

JAS:me

*Record Cornell game 15 min.
Sunday Sp's Rup 15 min.*

WDBS
Dartmouth

WHRV
Harvard

WYBC
Yale

WPRU
Princeton

WXPN
Pennsylvania

